

CLAIMS

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- 1) A method for producing optimum-effect marketing, especially useful for interactive mediums, comprising:
  - (a) collecting information obtained from potential consumers for generating a computerized database containing personal character profiles of the potential consumers;
  - (b) analyzing and sorting said character profiles into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of the following individual orientations: survival, growth, and relaxation, or combination thereof;
  - (c) producing a series of advertisements for a specific product or service, wherein each advertisement contains unique features so as to be adapted for a specific one of said clusters;
  - (d) presenting the appropriate advertisement from said series of advertisements to a potential consumer in the corresponding cluster.

- 2) A method according to claim 1 wherein the information is collected by a questionnaire.

3) A method according to claim 2 wherein the questionnaire contains questions relating to the level of disposition of the potential consumer towards survival, growth, and relaxation, respectively.

*Art A2<sup>4)</sup>* A method according to claim 2 wherein the questionnaire is presented to a potential customer through Internet service, telephone, interactive television, point-of-sale, or any other appropriate interactive medium.

5) A method according to 1 wherein the unique features include various colors, sounds, smells, words, and images.

*Art A3<sup>6)</sup>* A method according to claim 1 wherein the advertisement is presented to the potential consumer by electronic mail, direct mail, telephone, interactive television, at a point-of-sale, or any other appropriate interactive medium.

7) A method according to claim 1 wherein the number of clusters is between three and twenty-seven, said twenty-seven clusters corresponding to all of the possible combinations of low, medium, and high level of orientation towards survival, growth, and relaxation, respectively.

*Part  
a4* 8) A method for conducting a matching service between at least two people, especially useful for dating services, employment agencies, and "chat rooms", comprising:

- (a) collecting information obtained from users for generating a computerized database containing personal character profiles of the users;
- (b) analyzing and sorting said character profiles into at least three clusters, wherein each cluster corresponds to a subset of character profiles showing a predominant tendency towards one of the following individual orientations: survival, growth, and relaxation, or combination thereof;
- (c) matching users according to the cluster of character profiles to which they are categorized.